

# Digital Related Services Pricing

## Prices

This Price List is current as of 6/01/05

Service	Price /Image	Minimum
Image Capture, High-Res	\$175/hr	2 Hour Minimum
Web Photo Gallery (or CD)	\$50 / 100 Images	\$50 Minimum
Contact Sheets	8.5x11 \$15 / Page	\$15 Minimum
Contact Sheets	11x14 \$25 / Page	\$25 Minimum
CD-ROM Delivery	Jpeg or Tiff See Below	\$50 Minimum
DVD-ROM Delivery	Jpeg or Tiff See Below	\$50 Minimum
Machine Prints, 4x6	\$3/each	\$50 Minimum
Master File Preparation	\$50 / Image	\$50 Minimum
Retouching	\$150 / hr	\$25 Minimum
Scans, 30mb	\$15 / per scan	
Scans, 60mb	\$30 / per scan	
Interactive DVD Authoring	\$175 / master	

## Digital Related Services Pricing

### Levels of Delivery

Pix-Ell Creative Group offers a variety of post-production levels of delivery. The table below lists their descriptions, advantages, drawbacks and usage perimeters.

Term	Description
Raw Files	Raw files are the proprietary files created by the digital camera. Raw files require clients to have hardware-calibrated workflow, and in-house pre-press capability. This type of file format has intricate settings that can inadvertently cause severe damage the image structure if not managed correctly. Delivery of Raw files is not recommended.
In-Camera JPEG Files:	Universal file format created in-camera that cannot be damaged upon opening. Critical color and brightness decisions are all made automatically by the camera. The camera deletes about 90% of the capture information (color and brightness data) when it creates the JPEGs.  In-camera jpeg files can be appropriate when the final use is mini-lab prints (corrected by the lab) or web design (corrected by the designer), or in rare cases when deadlines necessitate.
Batch- Converted Files:	File format recorded in Raw, and batch converted in imaging software. They have higher resolving power than JPEG. These are not final files, however, and will require technical and artistic color-correction in preparation for high-quality uses. They typically require sharpening, dusting and minor retouching. 16-bit batch-converts are even better, but are more expensive, require greater knowledge on the back end, and take up much more space. Batch-converted files are appropriate in situations where the client has a hardware calibrated monitor and color-managed hard-copy proofing capability.
RGB Master Files:	Master Files have been color-corrected, sharpened, dusted and undergone minor

**Digital Related Services Pricing**

Term	Description
	retouching. These files are appropriate for use as photographic prints, on the web, or in high-quality offset reproduction. Typically, Master files are accompanied by a color-managed Guide Print RGB Master files are our most common form of final image delivery.
CMYK Master Files:	Images prepared for offset printing processes. CMYK conversions have inherent limitations that require special attention. The conversion ensures that the images will have optimum quality. CMYK Master Files are accompanied by either Guide Prints, or by Contact Proofs: in either case, these hard copies only show colors that CMYK is capable of reproducing. Sometimes the printer supplies a profile for the ink/paper/press combination that will be used. If that is not available, conversion to the closest generic profile is used (eg, SWOP sheetfed, coated,). CMYK Master Files are often delivered in addition to RGB Master Files.

## Benefits of High-End Digital

The reason that digital photography has taken off recently is NOT because it is cheaper to produce. Rather, digital photography is being adopted by the marketplace because of its singular value to the client... Productivity has been revolutionized.

## Immediate Feedback

Because the image can be viewed in real-time, clients walk away from the shoot reassured of a successful product. In cases where the photographer is "shooting for expression", this is extremely valuable as expressions change so fast.

## Easy Editing

If necessary, images can be displayed on the web very quickly. Images can be reviewed and edited upon your discretion and put into final



## Digital Related Services Pricing



production right away. And this is all done without the risk of sending original film.

### Shortened Project Delivery Times

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Digital Capture consolidates the production of images. The photographer is able to provide a camera-ready original ready to be dropped into a document, and sent to a printer for final settings and output. This could easily remove messenger fees and the associated time delay from a project. And in many cases, the entire delivery of images can be submitted electronically. Please discuss delivery time-frame at the time of contract signing. Rush charges may apply.

### Reduced Liability

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Clients frequently accept large potential liabilities when they take responsibility for original film. The liability for loss or damage of the image is no longer a consideration with digital capture and delivery.

### Fees

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All photographic assignments have a fee component and an expense component. The fees cover the costs of salary, overhead, equipment, training and profit. Although many photographers still use the term day rate, few professional photographers have a standard day rate. The expenses are the incremental costs associated with a particular job, such as freelance assistant, props, film and processing and other production charges. Listed below are the production charges associated with digital capture and delivery.

### Production Charges

#### Image Capture

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\$175 / hr (2 hour minimum)

Image Capture expenses include the cost of the equipment and labor to shoot, transfer, batch convert, evaluate, save, and archive digital files. This cost does not get applied to images that are deleted in camera.

## Digital Related Services Pricing

### Delivery

In many scenarios, posting a web gallery of the images suffices. In some cases, it will be most efficient for images to be delivered by sending a CD. For single images - or just a few images - email of jpegs or FTP might work best. We will work out delivery details at the time the job is booked. The following delivery charges outlined below do not include mailing, Fed-Ex, or messenger charges.

### Photographer Selects

Images that are determined by the photographer to be the best suited to the needs of the project. Please specify if you would like all images from the shoot to be included in the delivery, or only the photographer selects.

### Web (or CD) Photo Gallery

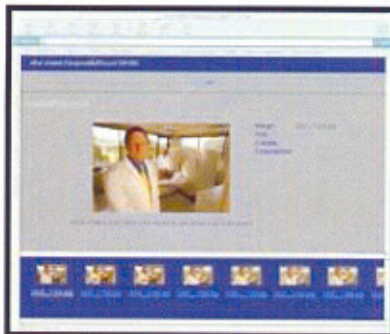
A Web Photo Gallery has a thumbnail page linking to a larger Image. These galleries can be accessed over the Internet, or can be delivered on CD. Please note that the images in these galleries are not color-corrected.

\$50/up to 100 images - \$20 each additional 100 images (web or CD)

### Add \$20 to get Web and CD

The standard fee includes keeping the gallery on the server for several weeks. The time can be extended to one month for an additional \$2 per 20 images.

The fee to reload the gallery back on the server after it has been removed is \$5/20 images for one week and \$6/20 images for one month.





## Epson Contact Sheets



Contact sheets are available in 20, 12, and 4 images per sheet

**\$15 / each 8.5x11**

**\$25 / each 11x14**

long-lasting high quality inkjet prints. Global color correction is included, but, like all contact sheets, the color and density of the individual images may not reflect the color of the actual finished files.

## CD-ROM/DVD-ROM, Raw Images

CD/DVD Burn	RAW Files \$4/image (\$50 Minimum, Please see note)
	16 bit TIFF files \$8/ image (\$50 Minimum)
	JPEG Files \$4/ image (\$50 Minimum)



## Digital Related Services Pricing

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The image files can be delivered on CD and/or DVD. The files can be either the original RAW files, or batch-processed into TIFF or JPEG files. Please note that these files contain minimal or no color-correction or sharpening, and may need to be adjusted significantly to obtain a color-calibrated file

Note – Canon RAW Files: You need Canon Software (or the Adobe Capture Raw Plug-in) to open these Canon Electronic Format files. This software is only worth purchasing if you will be working with Canon RAW files frequently. Even if you have the software, there is significant skill required to make optimal conversions.

### 4x6 Machine Prints

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\$3/each (\$50 Minimum)

Machine prints made from digital files: the traditional color prints from a mini-lab. Color correction is not guaranteed, but they're fine for proofing. Messenger charges and longer turnaround times may apply.

### Master File Preparation from Digital Capture:

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\$50 / image

The most versatile format for file preparation is RGB. These files can be made into good CMYK files for printing, downsized and sent to the web, or I can make great Prints. Raw images straight out of the camera must be individually prepared including conversion to tiff file, individual color correction, sharpening, as well as any needed dust removal, conversion to Black and White, or web resizing. Files are delivered as RGB tiff files accompanied by an Epson print as a color guide.

### Retouching

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\$150 / hr

Any retouching that is needed beyond basic color correction will be billed on an hourly basis. An estimate will be provided before work has been initiated.

### Digital Photographic Prints (matt/glossy)

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Color and black & white digital processing and/or printing of acquired electronic images. All prints are professionally finished with sharp focus, clean, correct in contrast, density, and color. Standard print sizes are as follows:

## Digital Related Services Pricing

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Size	Price
4x6	\$3.00
5x7	\$9.00
8x10	\$18.00
11x14	\$36.00
16x20	\$72.00
20x30	\$141.00

## Workflow: A Word about Color

Color Management is a critical part of digital photography delivery. We support a Colorsync workflow. Final files can be supplied with color-managed Guide Prints, so that your printer can have a test target to match to.



# Film Related Services Pricing

This Price List is current as of 6/01/05

## Print Processing/Production

### Conventional Photographic Prints (Traditional)

Pix-Ell Creative Group will process color prints, which includes processing and/or printing of acquired photo images. Standard print sizes are as follows: All prints are professionally finished with sharp focus, clean, correct in contrast, density, and color.

Size	Price
4x6	\$3.00
5x7	\$9.00
8x10	\$18.00
11x14	\$36.00
16x20	\$72.00
20x30	\$141.00

## Film Processing

Pix-Ell Creative Group will provide print, B&W and transparency film processing. Processing of slide film will include mounting the slides. Film processing will include any of the film types shown in the tables below.



## Film Related Services Pricing

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### C-41 Print Film Type Processing

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C-41 Print Film Type Processing	
Film Type	Price
24-Exposure Rolls #135	\$7.00
36-Exposure Rolls #135	\$9.00
Rolls #120	\$7.00
Rolls #220	\$12.00
Single Exposure Sheet Film	\$12.00

### E-6 Slide Film Type Processing

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E-6 Slide Film Type Processing	
Slide Film Processing	Price
24-Exposure Rolls #135	\$11.00
36-Exposure Rolls #135	\$18.00

\*includes slide mounts

### B&W Type Processing

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B&W Film Processing (by hand)	
Film Type	Price
24-Exposure Rolls #135	\$11.00
36-Exposure Rolls #135	\$18.00
Rolls #120	\$17.00
Rolls #220	\$22.00
Single Exposure Sheet Film	\$32.00